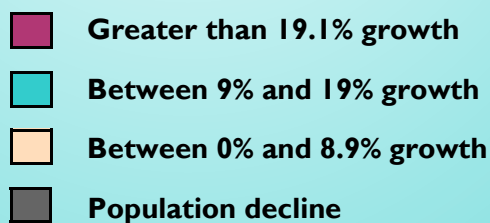
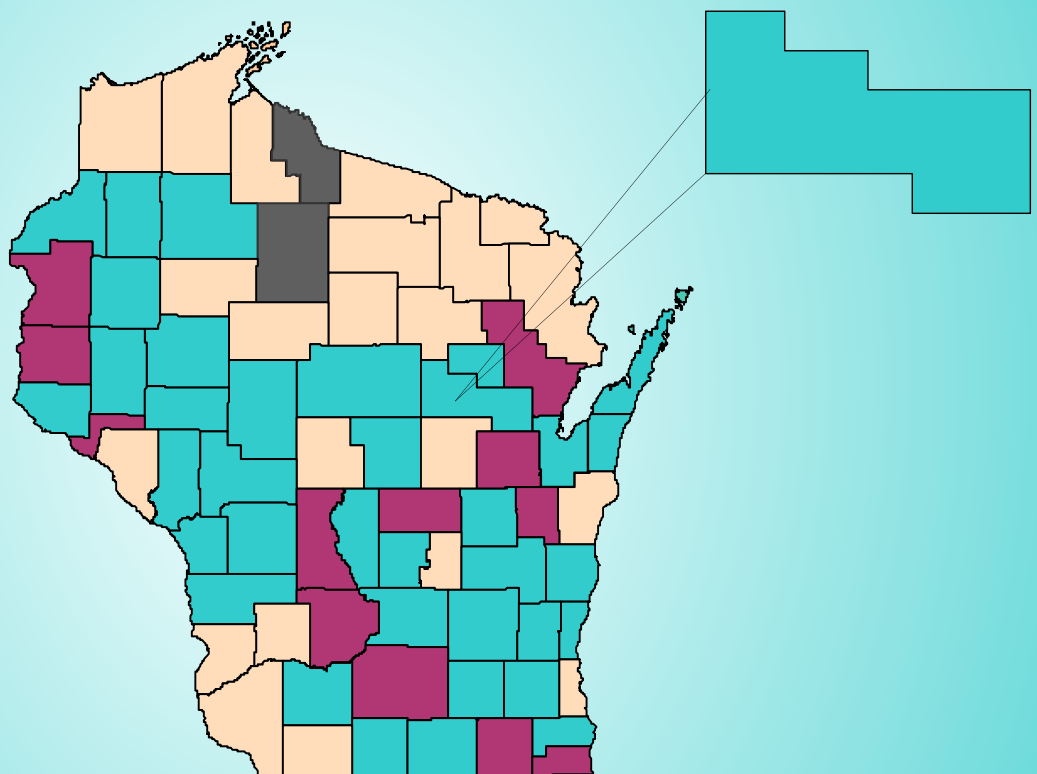


Shawano County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



County Population

Since the 2000 census the population in Shawano County has grown at a slower rate than the State of Wisconsin. This is not a change from the 1990s, as the county's population grew slower than the state average during that time also. During the last two years the county's population increased 1.5 percent compared to a growth rate of 1.7 percent for the state. Both the county's and state's growth rates were below the national rate of 2.0 percent.

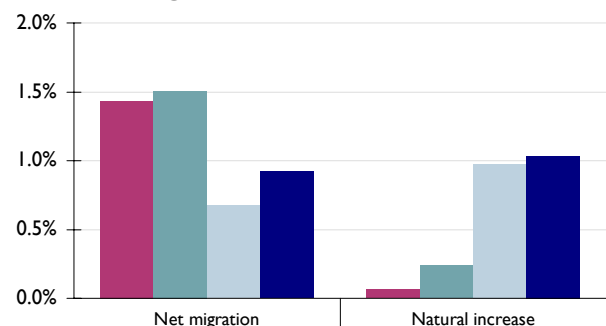
With the exception of the Town of Maple Grove, the population of all of the ten largest municipalities in the county increased. Maple Grove had a loss of five. Growth in the ten municipalities ranged from the loss of five in Maple Grove to an increase of 47 in the Town of Lessor.

The two sources of population growth are natural increase which is the number of births minus the number of deaths, and net migration which counts the number of residents moving into the county and subtracts the number moving out of the area. Nearly 96 percent of the population growth in the county has come from net migration. This is quite different than the state average of 56 percent. When comparing Shawano County with other non-metro counties, it is more in line. Net migration accounts for 86 percent of the population growth in the non-metro counties. Reasons for this vary. In some cases workers are moving out from urban

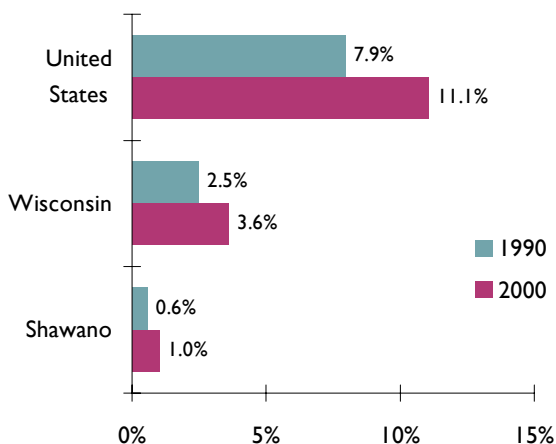
Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Shawano County	40,664	41,273	1.5%
Largest Municipalities			
Shawano, City	8,298	8,330	0.4%
Wescott, Town	3,653	3,697	1.2%
Washington, Town	1,903	1,946	2.3%
Belle Plaine, Town	1,867	1,878	0.6%
Richmond, Town	1,719	1,764	2.6%
Angelica, Town	1,635	1,670	2.1%
Bonduel, Village	1,416	1,429	0.9%
Wittenberg, Village	1,177	1,179	0.2%
Lessor, Town	1,112	1,159	4.2%
Maple Grove, Town	1,045	1,040	-0.5%

Net migration and natural increase



Share of Foreign-born Residents



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

areas and maintaining their employment in the nearby urban area by commuting, while others may be moving to the area for retirement, and still others may be moving to the area for employment.

The county continues to have a very low percentage of foreign-born in its population. Only one percent indicated in the 2000 Census they were born in a foreign country. This number has in-

(Continued on page 2)

Shawano County Workforce Profile

Population Projections by Age Groups in Shawano County

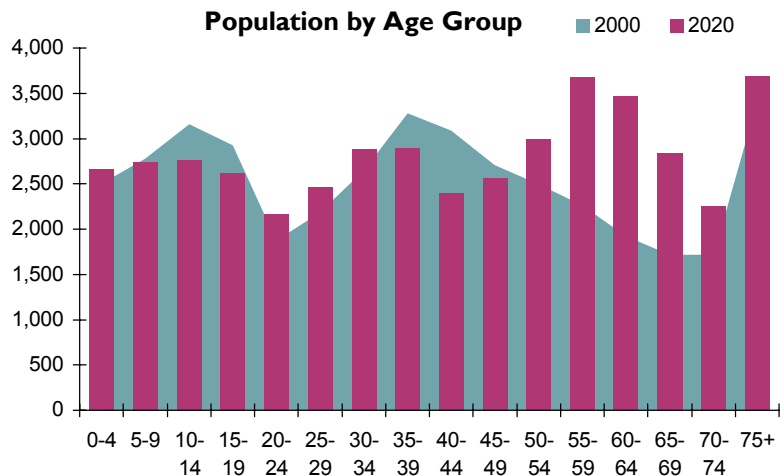
	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	1,283	1,434	1,644	1,513	979	1,087	1,387	1,650	1,559	1,449	1,248	1,107	963	837	828	1,343
Female	1,217	1,344	1,515	1,413	892	1,095	1,261	1,629	1,529	1,256	1,247	1,158	958	881	888	2,070
2005																
Male	1,259	1,421	1,496	1,621	1,199	1,065	1,180	1,457	1,686	1,593	1,502	1,292	1,131	907	739	1,393
Female	1,206	1,349	1,403	1,439	1,153	1,028	1,184	1,323	1,649	1,563	1,297	1,305	1,172	928	789	2,086
2010																
Male	1,292	1,364	1,465	1,470	1,279	1,298	1,157	1,241	1,488	1,725	1,661	1,560	1,329	1,072	803	1,371
Female	1,238	1,310	1,393	1,328	1,170	1,311	1,113	1,245	1,339	1,689	1,618	1,360	1,326	1,136	831	2,005
2015																
Male	1,330	1,377	1,398	1,431	1,151	1,383	1,392	1,210	1,261	1,517	1,793	1,721	1,597	1,260	948	1,407
Female	1,275	1,324	1,345	1,310	1,072	1,326	1,397	1,164	1,254	1,367	1,740	1,685	1,375	1,280	1,013	1,974
2020																
Male	1,358	1,399	1,407	1,360	1,115	1,240	1,475	1,445	1,225	1,283	1,579	1,860	1,764	1,513	1,115	1,557
Female	1,300	1,346	1,355	1,262	1,054	1,216	1,407	1,451	1,170	1,279	1,411	1,813	1,701	1,327	1,142	2,129

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

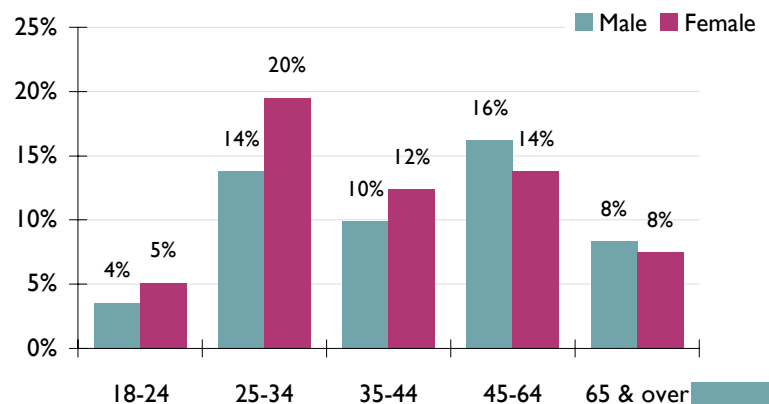
creased by 40 percent since 1990. Although the number and percent are much smaller, the growth rate is comparable to state and national growth rates.

The age of the population has an affect on the population growth of the area through natural increase. The median age of the County is 38.5 years. This is three years more than the national average and 2.5 years more than the State. Based on the table above, it is estimated that the population reaching retirement age of 65 to 69 will exceed the number of 15 to 19 age population sometime between 2015 and 2020. This poses the possibility of a declining labor force during that time. The chart to the right also emphasizes the aging of the labor force with the large portion of the population that will be age 55 and over by 2020.

The percent of women under age 44 with a bachelor's degree or higher is in line with state and national trends exceeding the percent of males with a bachelor's degree. During the last 30 years the percentage of women graduating from college has increased dramatically. Currently about 65 percent of college graduates in the state and nation are female.



Percent of age group with at least a Bachelor's degree in Shawano County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

The U. S. Bureau of Labor Force Statistics defines the labor force aged population as the sum of all employed and unemployed persons who are 16 years old and older. (People who are not working includes people who are unemployed and people who are not in the labor force. Examples of people who are not working, but who are not unemployed are retirees or people who choose not to work.)

Another term used with labor force data is the *labor force participation rate*. The participation rate is the percent of the labor force aged population in the county that is actually connected to the labor force either by working or unemployed and looking for work. The participation rate gives some indication on the utilization of the available pool of workers and also the potential to draw additional workers into the labor force for business growth. Wisconsin has been in the top five participation rates in the nation for over a decade now. About 73 percent of the state's labor force aged population is in the labor force. This compares to 66.9 percent for the nation. The participation rate in Shawano County is below the state and national average at 65.4 percent. The trend in the county over the last five years has been a decline in the percent of workers in the labor force. This may be due to the aging in the population, as the decline in participation preceded the downturn in the nation's economy which began in mid 2000.

The participation rate varies during the time of year as well as from year to year. This is due to changes in the seasonal economic cycle in the area as well as what is happening in the overall business cycle. Participation in the labor force is usually lower in the early years as many in this population group are still attending school on a full time basis. However this changes in the early twenties and will normally peak between the ages of 25 and 54 at which time the participation rate begins to decline as workers begin to retire. It also varies by age and gender.

The participation rate for women has increased tremendously during the last half century when less

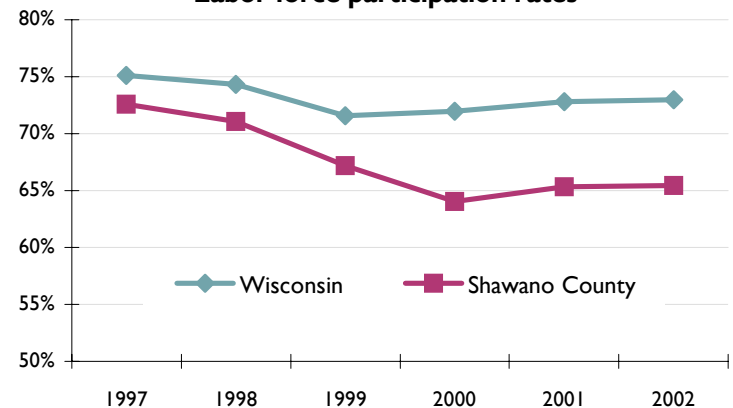
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Shawano Labor Force Participation by Age & Sex in 2000



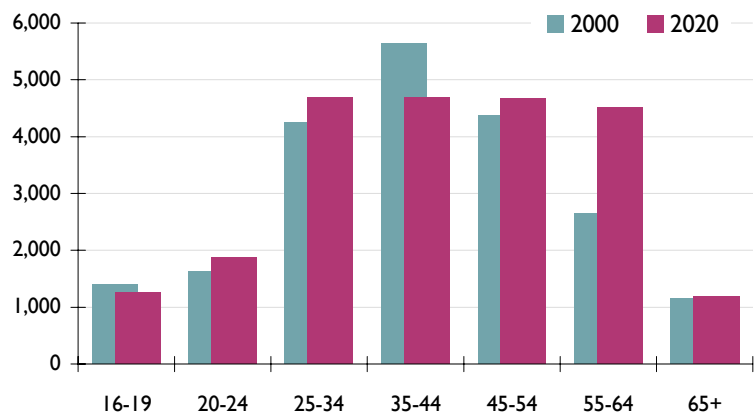
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Shawano County



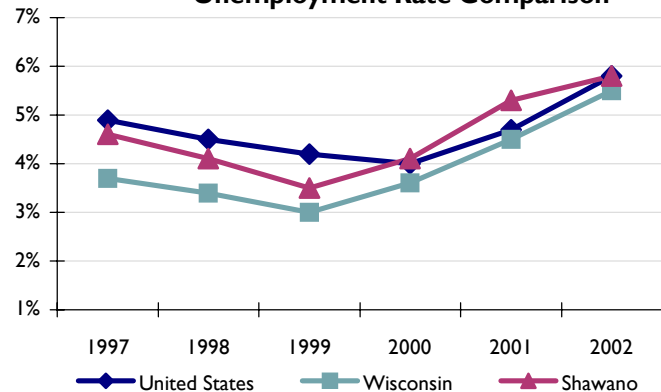
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Shawano County Workforce Profile

than 50 percent of women were in the labor force to now where participation is nearly equal to men. The percent women in the labor force follows the same basic trends as men, although, it remains slightly below males in all the age groups except the 16 to 19 year old age group where the percent of women participating the labor force is higher.

Changes in the county's unemployment rate has traditionally mirrored state and national trends. However, labor force and the number employed in the county has declined over the last five years.

Unemployment Rate Comparison



Shawano County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	21,171	21,012	19,881	20,271	20,701	20,481
Employed	20,192	20,149	19,181	19,448	19,610	19,287
Unemployed	979	863	700	823	1,091	1,194
Unemployment Rate	4.6%	4.1%	3.5%	4.1%	5.3%	5.8%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Most of the fastest growing jobs in the region require either an associate or bachelor's degree. This is quite different than the jobs that expect the most openings in area. The two lists are quite different in wages and training requirements.

Although there are fewer opportunities for the fastest growing occupations, they offer substantially higher wages, and for the most part are transportable to other regions of the state and country.

Many of the fastest growing occupations have a smaller number positions, so small growth will be a large percent of the field, while the occupations with most openings have a large number of jobs in the area, so it is more difficult to obtain a high growth rate. Another difference between the two lists is that the fastest growth list measures only new positions, while the list with most openings contains both new openings and openings created by workers leaving the occupations.

Bay Area Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$20.38
	Computer Soft Engrs Systms Soft	Bachelor's degree	\$23.35
	Network Systms/Data Comm Anal	Bachelor's degree	\$23.81
	Network/Computer Systems Admin	Bachelor's degree	\$22.13
	Computer Software Engrs Apps	Bachelor's degree	\$26.61
	Database Administrators	Bachelor's degree	\$21.75
	Personal and Home Care Aides	1-month or less training	\$8.44
	Medical Assts	1-12 mo. on-the-job training	\$11.51
	Medical Records/Health Info Techs	Associate degree	\$11.62
	Gaming Services Wrkrs	Postsecondary voc. trng	NA
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$7.38
	Cashiers	1-month or less training	\$7.50
	Retail Salespersons	1-month or less training	\$10.27
	Waiters/Waitresses	1-month or less training	\$7.11
	Registered Nurses	Bachelor's degree	\$21.98
	Customer Service Reps	1-12 mo. on-the-job training	\$14.56
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$17.61
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$10.64
	Office Clerks/General	1-month or less training	\$10.53
	Stock Clerks/Order Fillers	1-month or less training	\$11.33

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001
Bay Area WDA includes Brown, Door, Florence, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Shawano, and Sheboygan counties.

Source: WI DWD, Bureau of Workforce Information, 2002

County Commuting Patterns

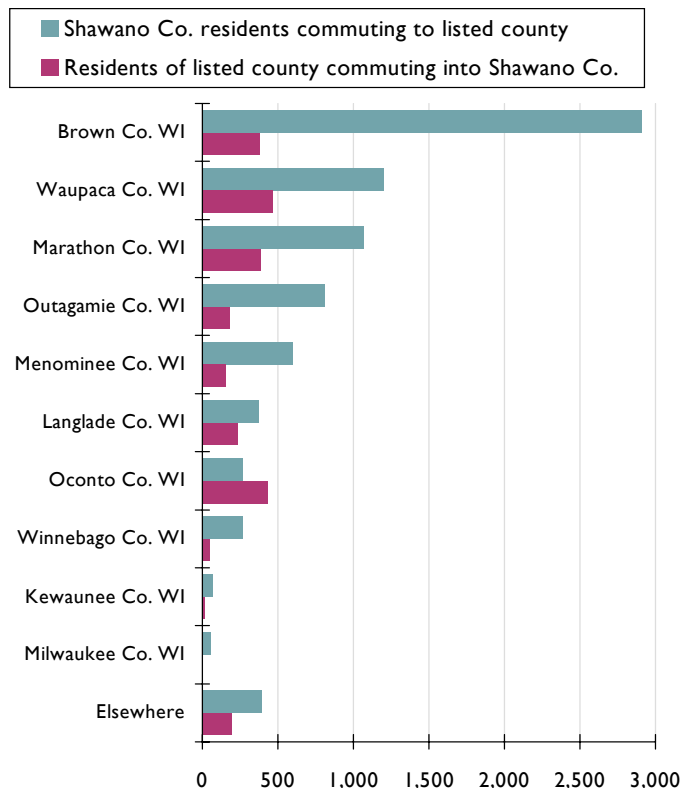
Commuting patterns is one additional way of looking at a county's labor force. Not all of the county's residents work within the county, and not all of the jobs within the county are filled by local workers. Some of the workers work in neighboring counties. In some counties where cities and towns cross county lines, this may be nothing more than just

crossing a street or river. In other places there may be a substantial commute.

The most obvious pattern emerging when looking at the chart and table to the left about commuting in Shawano County is that Shawano is an exporter of workers. The majority of interaction with jobs and workers from other counties is primarily with one county, Brown County, the county's neighbor to the east with good transportation on the new four lane highway 29. Although highway 29 has been four lanes for just a few years, it has served as a major link for commuters for many years.

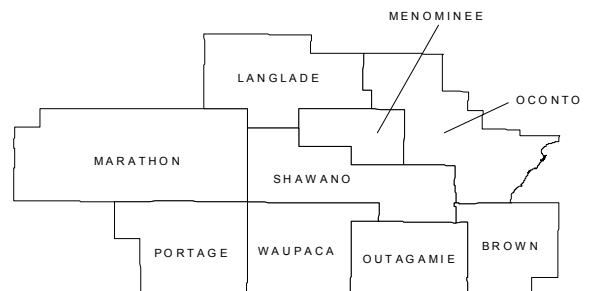
Other major sources of employment for Shawano County workers include Waupaca, Marathon, and Outagamie Counties. Although a few workers may commute as much as 100 miles one way, most are probably going less than 30 miles. A total of 10,529 workers commute in and out of the county for work on a regular basis. Of this, the county has a net loss of nearly 5,500 workers to other counties.

The loss of workers to Brown County is a result of that county's population and economic engine. The county is a metropolitan statistical area with more opportunities in a wide base of occupations. Also, wages are generally higher in a metro area than a non metro area.



	Shawano Co. residents commuting to listed county	Residents of listed county commuting into Shawano Co.	Net gain or loss of workers
Brown Co. WI	2,910	381	-2,529
Waupaca Co. WI	1,199	464	-735
Marathon Co. WI	1,066	391	-675
Outagamie Co. WI	812	183	-629
Menominee Co. WI	601	151	-450
Langlade Co. WI	376	239	-137
Oconto Co. WI	269	436	167
Winnebago Co. WI	268	50	-218
Kewaunee Co. WI	73	15	-58
Milwaukee Co. WI	58	not avail.	not avail.
Elsewhere	392	195	-197

Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files



Industry Employment -

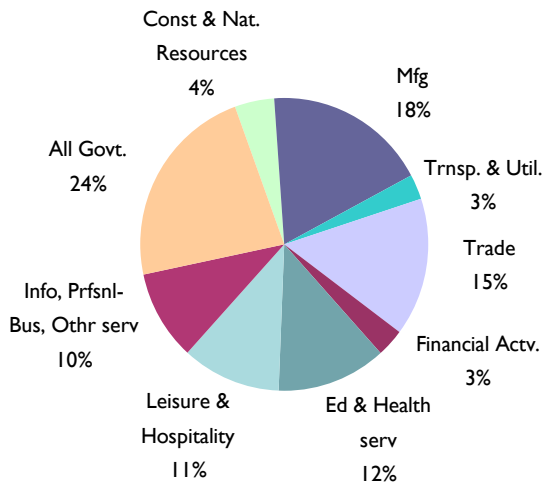
Introducing NAICS (North American Industry Classification System)

Starting in January 2003, employment data has been based on NAICS rather than SIC. Most labor market users are quite familiar with the SIC (Standard Industrial Classification) system. The SIC system was developed in the 1930s as a measure of the nation's economy. The system has been revised nearly every ten years since that time, but it is still closely tied to manufacturing industries, as manufacturing represented nearly 50 percent of the economy then. The old SIC system not only emphasized manufacturing, but was also based on ownership rather than

output. If a manufacturer owned a store, it might be included with manufacturing employment rather than retail trade.

Since the inception of the SIC system, the nation's economic base has changed from manufacturing to service based. Less than 12 percent of the nation's nonfarm wage and salary employees are working for a business involved in the manufacturing process. Shawano County has 18 percent of its employment in manufacturing. This exceeds the national average and is very close to the state average of about 19 percent.

Shawano County Industry Distribution: 2002



With the change in the classification system, there is not a direct crossover to make a simple comparison with previous year's data. The table below shows an approximation of the difference in the classification systems. The new system places a stronger emphasis on the service sectors which have been growing faster than the goods producing sectors during the last 30 years. This should provide planners and counselors better and more timely information on changes that have occurred in the community and to project future change.

Of significance are the creation of new sectors of

(Continued on page 7)

2002 Industry Employment in Shawano County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	566	4%	Construction & Mining	4%
Manufacturing	2,323	18%	Manufacturing	20%
Transportation, warehousing & utilities	337	3%	Transportation, utilities & communication	4%
Trade (wholesale & retail)	1,956	15%	Wholesale trade	3%
			Retail trade	20%
Financial activities	380	3%	Finance, insurance & real estate	3%
Information, professional & business services, other services	1,263	10%	Services & misc (incl. agr, forestry, fishing)	22%
Education and health services	1,529	12%	Government	23%
Leisure & hospitality	1,418	11%		
Government	2,880	23%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

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the information industry and the leisure and hospitality industry. These and other service sector jobs have shown more growth nationally and the additional data should be helpful in an area such as Shawano County. Many of the positions in the service industries are professional jobs, and will require a higher percentage of college educated workers.

The county has a very diverse group of industries in the ten largest. It includes manufacturing, healthcare, government, and industries related to tourism. This is true also for the ten largest employers in the county.

Top 10 Industry Groups in Shawano County

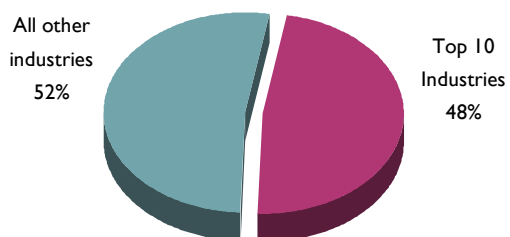
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Executive, Legislative, & Gen Government	35	960	-22
Educational Services	9	939	-13
Food Services and Drinking Places	74	904	28
Amusement, Gambling & Recreation Ind	16	646	-69
Wood Product Manufacturing	16	628	50
Nursing and Residential Care Facilities	9	478	-23
Paper Manufacturing	*	*	*
Ambulatory Health Care Services	30	382	26
Hospitals	*	*	*
Specialty Trade Contractors	60	333	34

*data suppressed to maintain confidentiality

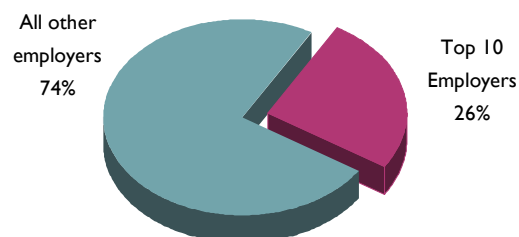
Top 10 Employers in Shawano County

Company	Product or Service	Size
Mohican North Star Casino	Casinos (except casino hotels)	250-499
County of Shawano	Executive & legislative offices, combined	250-499
Little Rapids Corp.	Paper (except newsprint) mills	250-499
Shawano Medical Center, Inc.	General medical & surgical hospitals	250-499
Shawano-Gresham School Dist.	Elementary & secondary schools	250-499
Aarrowcast, Inc.	Iron foundries	250-499
Stockbridge-Munsee Com Band Mohican	American Indian tribal governments	250-499
Wittenberg-Birnamwood School	Elementary & secondary schools	250-499
Wal-Mart Associates, Inc.	Discount department stores	100-249
Owens Forest Products Co.	Wood window and door manufacturing	100-249

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Shawano County Workforce Profile

Although average annual wages are substantially below the state average, this does not necessarily mean that this is a disadvantage in the county. First, it is typical for a non-metropolitan county to have lower wages than the state. The state average includes wages from the metropolitan areas which typically have higher wages and more jobs. Also the industry make up between areas has a large influence on total wages, since some industries are more seasonal or use a greater portion of part time work. Also a

lower average wage can work as a competitive advantage in recruiting employers. A downside of this is a high portion of workers may commute out of the county for employment to a larger metropolitan area, such as what happens between Shawano and Brown Counties.

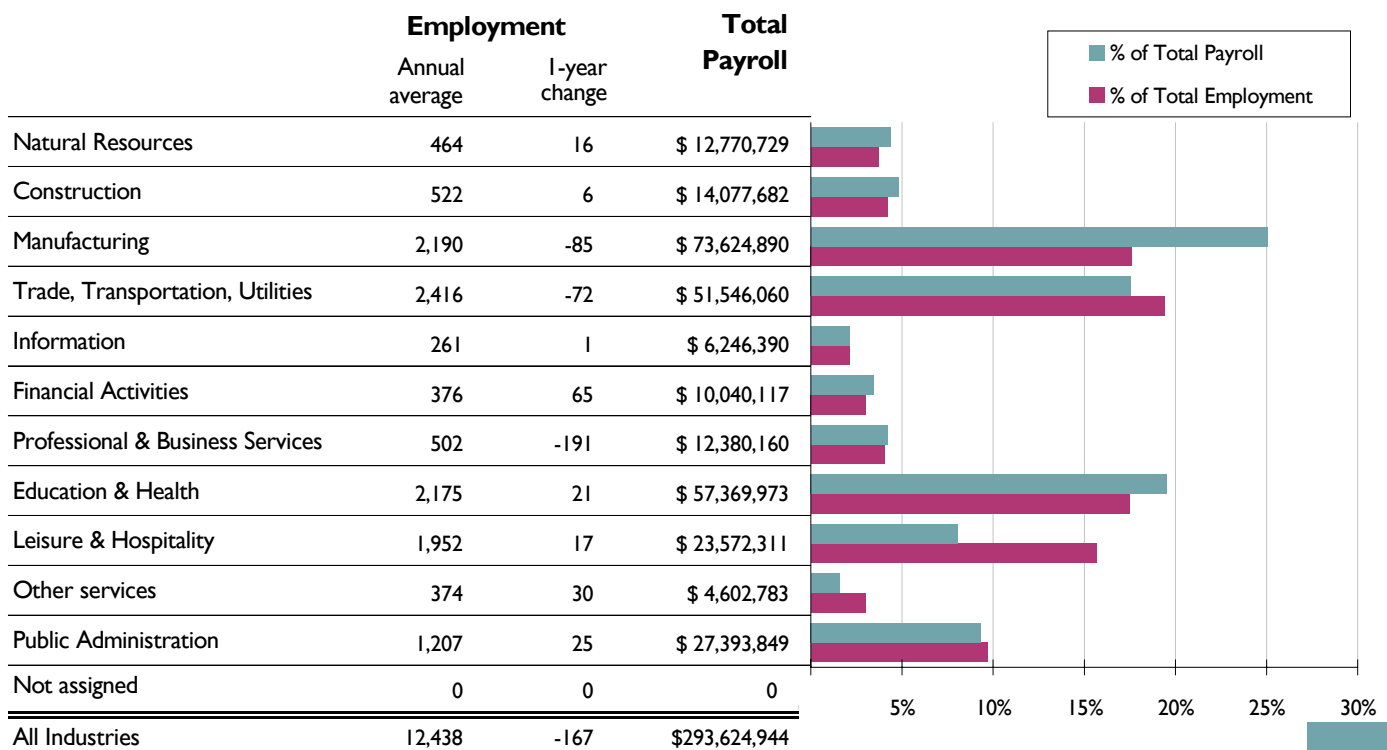
Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	I-year
	Wisconsin	Shawano County	Wisconsin	% change
All Industries	\$ 32,422	\$ 23,607	73%	3.1%
Natural resources	\$ 25,481	\$ 27,523	108%	6.2%
Construction	\$ 39,649	\$ 26,969	68%	0.8%
Manufacturing	\$ 40,584	\$ 33,619	83%	9.7%
Trade, Transportation, Utilities	\$ 28,422	\$ 21,335	75%	1.5%
Information	\$ 38,871	\$ 23,933	62%	3.6%
Financial activities	\$ 40,337	\$ 26,702	66%	4.2%
Professional & Business Services	\$ 36,324	\$ 24,662	68%	-9.5%
Education & Health	\$ 33,768	\$ 26,377	78%	4.8%
Leisure & Hospitality	\$ 11,837	\$ 12,076	102%	-1.5%
Other services	\$ 19,500	\$ 12,307	63%	-2.3%
Public Administration	\$ 33,769	\$ 22,696	67%	3.5%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

Although manufacturing does not have the largest number of employees in the county, it does provide the greatest portion of wages. Nearly 25 percent of the counties wages comes from this industry. This is not necessarily related to a higher hourly wage, but in part to the number of hours worked.

2002 Employment and Wage Distribution by Industry in Shawano County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

Per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rent) and transfer payments (social security, insurance, welfare, pensions) divided by mid year total population estimates.

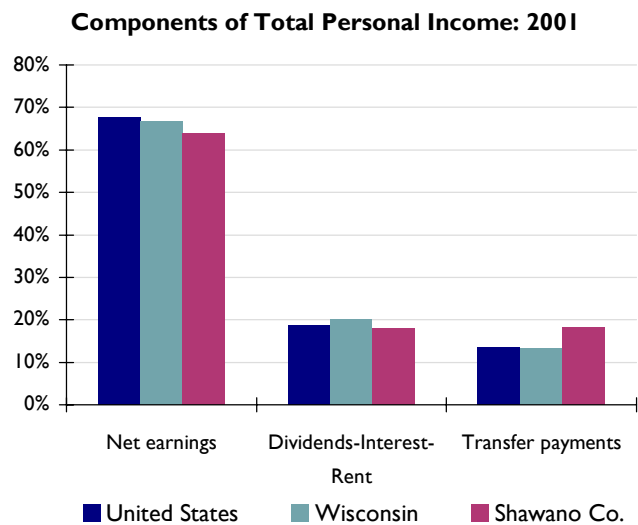
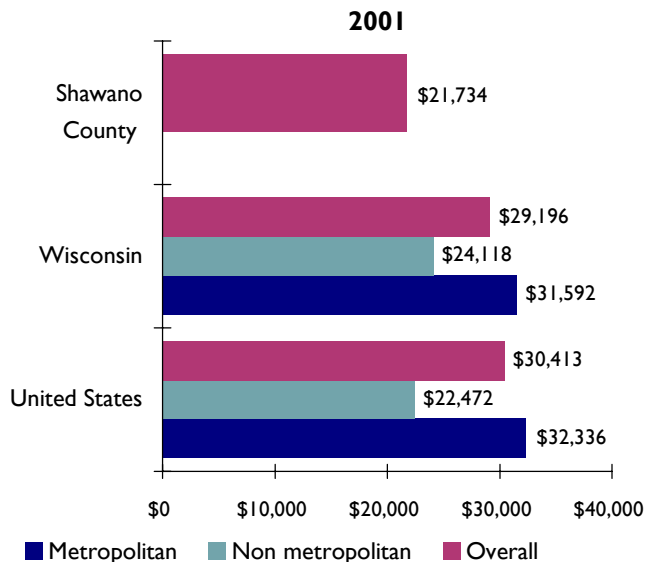
Like the state and nation, the majority of PCPI in Shawano County comes from net earnings, with smaller percentages coming from dividends, interest payments and transfer payments. The percent of income from net earnings and dividends, interest

and rent payments is slightly lower than the state and national average. However this is offset with a greater percent coming transfer payments. This may represent the high portion of older and retired population in the county

PCPI in the county is \$21,734. This is below the state level of \$29,196 and that of the nation. The growth rate for the county's PCPI over the last year was above the state and the nation, however, it has been slower over in the last five years.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Shawano County	\$17,512	\$18,437	\$19,499	\$20,156	\$20,796	\$21,734	4.5%	24.1%



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

richard.seidemann@dwd.state.wi.us